



VASUDHAIVA KUTAMBKAM
(World is One Family)



Extravaganza 2025

Saturday, August 16 & Sunday, August 17, 2025

39439, Paseo Padre Pkwy, Fremont

10:00 am to 7:00 pm

Theme:

Unity & Liberty

(Celebrating 150th Birth
anniversary of Sardar Patel)

FOG Dance
Competition

FOG Food Fest

FOG singing
competition



FOG Wellness &
Health Fair

India Day Parade

India Day
Mela/Fair



510-491-4867
510-938-8667



WWW.FOGSV.ORG





CONVENOR/ FOUNDER'S MESSAGE

Together,

We Can Make It Happen!!!

This year Festival of Globe- Silicon Valley, San Francisco, formerly known as Festival of India, will be celebrating its 33rd Anniversary. Through culture, dance, and art we plan to be the largest festival that aims to engage global participation. Festival of Globe will provide participants, brands and audiences interacting with each other. Several events that take place during this festival have been recognizing the need for communities to work together for a larger good.

Over 40 countries and Ethnicities participating in Grand Parade, Global Mela and multicultural performances.

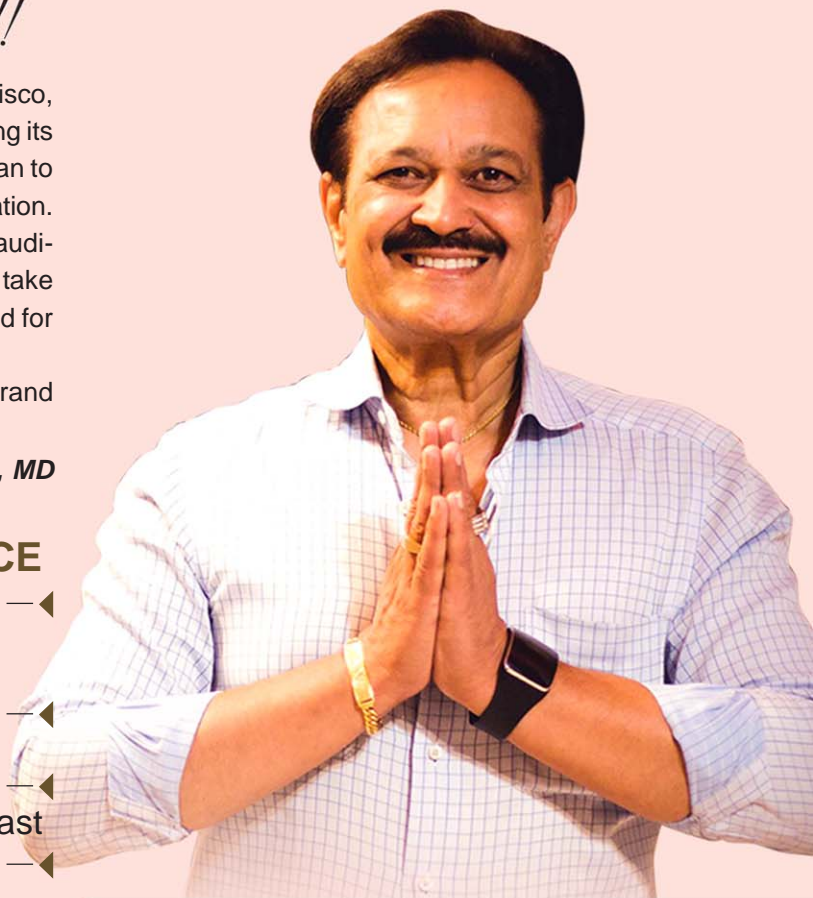
ROMESH K. JAPRA, MD

PREVIOUS FESTIVAL AT A GLANCE

OVER 130 PLUS BOOTHS
featuring their products and services

Attended by over 50,000

Biggest India Day parade of the West Coast





FREMONT MAYOR'S MESSAGE

As the newly elected Mayor of Fremont, I am honored to invite you to the upcoming Festival of India Mela and Parade. This annual celebration is a vibrant showcase of our city's rich cultural diversity and the significant contributions of the Indian-American community.

The Festival of India offers a unique opportunity to experience traditional music, dance performances, authentic cuisine, and various cultural exhibits that highlight the heritage of India. It's a time for all residents to come together, celebrate our shared values, and appreciate the multicultural fabric that makes Fremont such a special place.

I encourage everyone to join in the festivities, enjoy the parade, and participate in the various activities planned throughout the event. Your presence will not only enrich the celebration but also strengthen the bonds within our diverse community.

Let's come together to celebrate unity in diversity at this year's Festival of India.

Warm regards,
Mayor Raj Salwan
 City of Fremont



PARTNER





FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

Fremont is a city located in Alameda County California. With a 2020 population of 247,708, it is the 16th largest city in California and the 92nd largest city in the United States. With over 50% of residents being of Asian origin, celebrating their culture and art is imperative. Fremont is currently growing at a rate of 1.35% annually and its population has increased by 15.70% since the most recent census, which recorded a population of 214,089 in 2010.

Fremont was the site of the Apple factory that made the first Mac computer. This led to the development of other tech companies, including Asyst Technologies, Nextlink California, and Cirrus Logic, to name a few. There were about 750 tech companies located in Fremont by the time the 2000s rolled around. Since the 1980s, Fremont has also played an essential role in the automotive industry, as it was the location of the General Motors auto assembly plant. The plant later be-

came a joint venture between GM and Toyota, although operations closed in 2010. However, Tesla has since acquired part of the plant.

Festival of India & Parade is an annual celebration of Indian heritage and culture for the entire Bay Area featuring a variety of fun activities for revelers of all ages. Attendees can enjoy an Indian cultural and musical extravaganza as well as a health fair, grand parade, a film festival, an arts & crafts bazaar, a bevy of yummy food options and much more. This event has grown from humble beginnings in 1983 to over 100,000 attendees in 2019, it is one of the most anticipated events in the Bay area. This is the biggest India day festival of the West coast.

FIA invites all the businesses in Fremont to be part of this grand event and make this event a huge success. If you are interested in sponsoring or being a part of the event, please email vidyas@fiaonline.org.



FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

FOG DANCE
COMPETITION

FOG WELLNESS
& HEALTH FAIR

FOG FOOD FEST

INDIA DAY MELA/FAIR

INDIA DAY PARADE

INDIA DAY SHOWCASE

FESTIVAL OF GLOBE is San Francisco Bay Area's premiere multi-ethnic cross cultural extravaganza. The week long festival packages performing arts from around the globe into a lively and intense celebration of the richness and diversity of cultures.

Using Art & Culture as a common theme, FOG aims to serve as a unique catalyst for cultural osmosis and bring positive change within the communities. Each year the festival raises funds in support of various social issues faced by the diverse communities.

Specific causes that are actively supported include youth development, elderly and senior care, ending hunger and homelessness and empowerment of women.

The mission of **FESTIVAL OF GLOBE** - Silicon Valley has been to help communities better integrate with each other and unify for the greater purpose of the common good. Through a dazzling array of events around culture, dance and art, we plan to bring artists, audiences, social activists and investors on the same page to celebrate our present and commit to improving our future.

Let your brand be a part of this special experience. It prides itself on its ability to create customized sponsorship packages to accommodate the needs of its sponsors. Bring your marketing agenda and let us take care of the rest. Let us help your company and/or brand reach your desired audience, OUR audience.





FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

OUR **MAIN EVENTS** TO GIVE EVERYONE AN EXPERIENCE OF A LIFETIME...

FOG DANCE COMPETITION

The Festival of Globe (FOG) Dance Competition is a grand celebration of the beautiful dance forms of the Indian subcontinent and other parts of the world. By the means of this platform, we hope to:

- Provide thorough enjoyment to participants and audiences alike
- Help youth imbibe their rich cultural heritage
- Empower youth by encouraging their talent
- Showcase the arts of different ethnicities to mainstream America, thus contributing the best parts of Indian and other cultures to mainstream American culture

FOG WELLNESS AND HEALTH FAIR

Free FOG WellnessPost Fair run by over 100 Health Professionals not only screens for heart diseases, cancer, osteoporosis, eye problems, dental disorders and other diseases but also promotes slogan of sharing and caring.

Many practicing doctors donate their time because this helps many seniors and many other community members who may not have regular insurance or are not able to make payments.

FOG FOOD FEST

FOG Food Festival is Bay Area's best known brand in Food shows and is focused towards facilitating growth & modernization of the industry by providing a platform for global vendors and sourcing professionals.

INDIA DAY MELA/ FAIR

This event is FREE. Two day fair with over 250 booths and exhibits on products, services, Arts, Crafts, Literature, Fashion and Designs will be held in Fremont on **August 16th and 17th, 2025 from 10 am to 7 pm**. This is an excellent opportunity for you to advertise your business, since the event is promoted all over Bay area and attended by over 25,000 people all over the Bay.

INDIA DAY PARADE

Showcasing an exhibition of culture, creativity, reflections and traditions are the hallmarks of grand parade. Grand marshals riding more than 100 open cars along with over 50 colorful floats. The grand parade witnessed by over 50,000 people will be held in the City of Fremont on August 17th, 2025. Grand parade celebrates largest democracy of the World - India's Independence Day in United States of America, the oldest democracy of the world.

LET YOUR BRAND GROW WITH FOG



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$100,000

Presents Festival of Globe - Silicon Valley 2025

- 20ft x 20ft Booth or Area (4 booths at the Festival of India)
- Your company name and logo appear as "Presented by" on all printed and digital marketing materials, including newspaper, radio and television ads.
- Presentation of official greeting at the Grand Opening
- Company Banners (Up to 6) displayed at locations around venue of movie fest, India day mela and appreciation dinner
- Float participation in the India Parade on Sunday, August 18, 2024 and Representatives join dignitaries and celebrities in the India Parade.
- Event Branding -your company name & logo on all digital marketing materials, advertising and company name mentioned at all organization events in the month leading up to it, social media exposure with links to all your pages and website
- Periodic Sponsor announcements from Festival Stage
- Exclusive display and presentation of the product/ service in the India Day Parade and Mela.
- Sponsor's corporate name with "Presented by" appears with event name on all promotional materials
- Recognition as Presenting Sponsor on all printed posters and tickets
- Exclusive Press Conference and Party for and in honor of Presenting Sponsor
- Multiple shoutouts on Social Media 4 times/week for 2 months including facebook, twitter, instagram
- Double page advertisement in the FOG Festival Guide
- Two full page (8.5"x11") color ad in official event program
- 50 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.
- Recognition as Presenting sponsor on the FOGSV website: www.fogsv.org
- Recognition as Presenting Sponsor in all electronic promotions of the event by Fogsv and its event organisers, including supporting newsletters, email blasts, and all online advertising for the event.
- Company/firm senior executive TV Interview during the live streaming of India Day Parade
- Color Advertisement in the event brochure (back cover)

LET YOUR BRAND GROW WITH FOG



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR: \$50,000

• 20ft x 10ft Booth or Area (3 booths at the Festival of India)

Your company name and logo appear as "Powered by" on all printed and digital marketing materials, including newspaper, radio and television ads.

- Social Media marketing-exposure for up to 6 weeks before the event
- Event Branding -your company name & logo on all digital marketing materials, advertising and company name mentioned at all organization events in the month leading up to it, social media exposure with links to all your pages and website
- Company banners (3) displayed at locations throughout venue
- Periodic Sponsor announcements from Festival Stage
- Sponsor will lead the Dignitaries and Celebrities in FOG Grand Parade.
- Company/firm senior executive TV Interview during the live streaming of India Day Parade
- One full page (8.5"x11") color ad in official event program. - - Color Advertisement in the event brochure (Inside back cover)
- 30 VIP passes and reserved seating at

India Day Parade and Mela and Appreciation Dinner.

- Prominent Logo Display on FOGSV Website's Homepage, with a link to the sponsor's website.

GOLD SPONSOR: \$25,000

• Two 10ft x 10ft booth or area

- Company banner (2) posted in the Festival of India
- Company logo listed as Gold sponsor in all media and marketing materials
- Multiple shoutouts on Social Media once/week for 2 months including facebook, twitter, instagram
- One full page (8.5"x11") color ad in official event program
- 15 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.

SILVER SPONSOR: \$10,000

• One 10ft x 10ft enclosed booth

- Company banner posted in the Audience Pavilion
- Company logo listed in all media promotions
- One full page (8.5"x11") color ad in official festival program
- 10 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.

BRONZE SPONSOR: \$5,000

• One 10ft x 10ft enclosed booth (includes one table and two chairs)

- Company logo listed in all media promotions
- 5 VIP passes and reserved seating at India Day Parade and Mela and Appreciation Dinner.

CORPORATE BOOTH: \$2500

- One 10 ft* 10 ft enclosed booth at the Festival of India
- Company logo listed in all marketing materials



FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

2024: Program Schedule

AUG 16-17

**INDIA DAY MELA/
FAIR**

10 am to 7 pm

39439, Paseo Padre
Pkwy, Fremont

AUG 16

**FOG DANCE
COMPETITION**

10 am to 6 pm

39439, Paseo Padre
Pkwy, Fremont

AUG 16

**FOG WELLNESS &
HEALTH FAIR – FREE**

10 am to 12 noon

39439, Paseo Padre
Pkwy, Fremont

AUG 17

**INDIA DAY
PARADE**

11 am to 1 pm

39439, Paseo Padre
Pkwy, Fremont

AUG 17

**INDIA DAY
SHOWCASE**

1 pm to 7 pm

39439, Paseo Padre
Pkwy, Fremont

Past Grand Marshals



Asha Parekh
1993



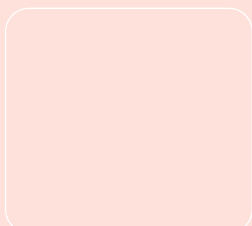
Meenakshi Seshadri
1997



Raveena Tandon
2001



Usha Uthup
2001



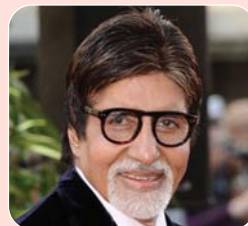
Shammi
1993



Vinod Khanna
1998



Lisa Ray
2001



Amitabh Bachchan
2002



Poonam Dhillon
2006



Zarina Wahab
1993



Mayor Willie Brown
1999



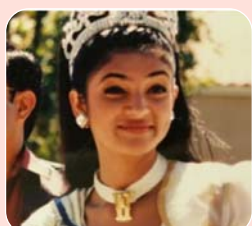
Riya Sen
2001



Dharmendra
2003



Amrita Rao
2007



Sushmita Sen
1994



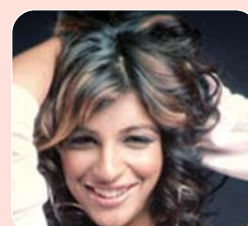
Dev Anand
2000



Raima Sen
2001



Sonu Nigam
2004



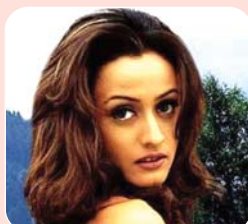
Anushka Manchanda
2008



Kalpana Pandit
1995



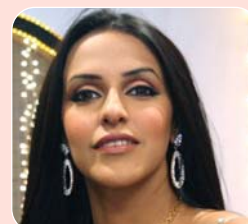
Moon Moon Sen
2000



Namrata Shirodkar
1993



Tabu
2004



Neha Dhupia
2009



Shatrughan Sinha
1996



Vyjayanti Mala
2001



Mahima Chowdhary
2001



Urmila Matondkar
2005



Mauli Dave
2009

Past Grand Marshals



Aftab Shivdesani
2010



Esha Deol
2014



Manoj Bajpayee
2017



Jinal Pandya
2020



Mallika Sherawat
2011



Divya Khosla Kumar
2015



Tushaar Kapoor
2018



Prachi Tehlan
2020



Yash Wadali
2023



Bapi Lahiri
2011



Gulshan Grover
2015



Tanisha Mukerji
2018



Bharat Goradia
2020



Sunita Duggal M.P
2023



Sonu Sood
2012



Laura Seydel Turner
2016



Vivek Oberoi
2019



Omi Vaidya
2021



Manisha Koirala
2024



Jimmy Shergill
2013



Randeep Hooda
2016



Esha Deol
2020



Abhimanyu Dassani
2022



Prashant Gupta
2024



Ayushman Khurana
2014



Raima Sen
2016



Simran Ahuja
2020



Mahima Choudary
2023



PAST PROUD SPONSORS

**EXCLUSIVE
LUXURY
VEHICLE
PARTNER**



AIRLINE PARTNER

AIR INDIA

EXCLUSIVE HOSPITALITY PARTNER

**Signia
by Hilton**
SAN JOSE

EDUCATION PARTNER



EMPOWERLY

EVENT DECOR



www.spundhamm.com

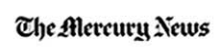
BMW of Fremont



Creating Opportunities



MEDIA SPONSORS



www.fogsv.org

FOG India Day Parade 2024...





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